

2018 Current Fiscal Year Report: United States Travel and Tourism Advisory Board

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1. Department or Agency		2. Fiscal Year	
Department of Commerce		2018	
3. Committee or Subcommittee		3b. GSA Committee No.	
United States Travel and Tourism Advisory Board		25137	
4. Is this New During Fiscal Year?	5. Current Charter	6. Expected Renewal Date	7. Expected Term Date
No	08/17/2017	08/17/2019	
8a. Was Terminated During Fiscal Year?	8b. Specific Termination Authority	8c. Actual Term Date	
No			
9. Agency Recommendation for Next Fiscal Year	10a. Legislation Req to Terminate?	10b. Legislation Pending?	
Continue	No	Not Applicable	
11. Establishment Authority	Agency Authority		
12. Specific Establishment Authority	13. Effective Date	14. Committee Type	14c. Presidential?
15 U.S.C. 1512	08/04/2003	Continuing	No
15. Description of Committee	Other Committee		
16a. Total Number of Reports	4		
16b. Report Date	Report Title		
11/29/2017	Recommendations from Hurricane Recovery Subcommittee		
12/14/2017	Recommendations from National Goal Subcommittee		
12/14/2017	Recommendations from Secure Travel Partnership Communications Subcommittee		
12/14/2017	Recommendations from Secure Travel Partnership Operations Subcommittee		

Number of Committee Reports Listed: 4

17a. Open 3 17b. Closed 0 17c. Partially Closed 0 Other Activities 0 17d. Total 3
Meetings and Dates

Purpose	Start	End
The purpose of the meeting is for Board members to consider recommendations being developed by the Hurricane Recovery subcommittee on how to accelerate recovery in destinations affected by the recent hurricanes.	11/29/2017	11/29/2017
The purpose of the meeting is for Board members to consider recommendations being developed by the National Goal Subcommittee, the Secure Travel Partnership Operations Subcommittee, and the Secure Travel Partnership Communications Subcommittee.	12/14/2017	12/14/2017

Number of Committee Meetings Listed: 3

	Current FY	Next FY
18a(1). Personnel Pmts to Non-Federal Members	\$0.00	\$0.00
18a(2). Personnel Pmts to Federal Members	\$0.00	\$0.00
18a(3). Personnel Pmts to Federal Staff	\$106,000.00	\$106,000.00
18a(4). Personnel Pmts to Non-Member Consultants	\$0.00	\$0.00
18b(1). Travel and Per Diem to Non-Federal Members	\$0.00	\$0.00
18b(2). Travel and Per Diem to Federal Members	\$0.00	\$0.00
18b(3). Travel and Per Diem to Federal Staff	\$0.00	\$0.00
18b(4). Travel and Per Diem to Non-member Consultants	\$0.00	\$0.00
18c. Other(rents,user charges, graphics, printing, mail, etc.)	\$0.00	\$0.00
18d. Total	\$106,000.00	\$106,000.00
19. Federal Staff Support Years (FTE)	1.30	1.30

20a. How does the Committee accomplish its purpose?

The Board advises the Secretary of Commerce on government policies and programs that affect the U.S. travel and tourism industry, including ways to ensure the United States remains a preeminent destination for travel and tourism. The Board acts as a liaison to the stakeholders represented by the membership, consulting with them on emerging issues in the industry to support sustainable travel and tourism growth, and providing a forum for discussing and proposing solutions to industry-related problems. The Board provides recommendations to the Secretary regarding U.S. travel and tourism.

20b. How does the Committee balance its membership?

Members represented companies and organizations in the travel and tourism sector from a broad range of products and services, company sizes and geographic locations, and drew from large, medium and small travel and tourism companies, private-sector organizations involved in the export of travel and tourism-related products and services, and other tourism-related entities.

20c. How frequent and relevant are the Committee Meetings?

Estimated Number of Meetings per Year: 4. The relevance of regular meetings allows the private sector members to address policy areas that continue to or newly affect the travel and tourism industry. Regular meetings also allow the Department of Commerce and other member of the inter-agency Tourism Policy Council to review and respond to the Board's recommendations. The Board completes its work in subcommittees that are not separately chartered and that refer and convey work through the full Board. They meet via teleconference or in-person between Board meetings. There are no members of

subcommittees that are not members of the Board. These subcommittees do not incur costs separate to that to run the committee and to staff the official meetings.

20d. Why can't the advice or information this committee provides be obtained elsewhere?

This Committee is essential to advise the Secretary on promotion activities as directed by P.L. 108-7, Section 10 and to achieve the broader function of the charter of this discretionary committee. There is no other body which can provide this advice to the Secretary.

20e. Why is it necessary to close and/or partially closed committee meetings?

All meetings are open to the public.

21. Remarks

In FY2018, members of the U.S. Travel and Tourism Advisory Board held 3 meetings via teleconference. A new Board was appointed on August 9, 2018 for a two-year term for 2018-2020.

Designated Federal Officer

Brian Beall Deputy Director, Policy & Planning, National Travel and Tourism Office

Committee Members	Start	End	Occupation	Member Designation
Davidson, Todd	02/16/2010	08/09/2020	Chief Executive Officer, Travel Oregon	Representative Member
DeCross, Derek	08/09/2018	08/09/2020	Senior Vice President, Global Sales, IHG	Representative Member
Dean, Brad	03/25/2014	08/09/2020	CEO, Discover Puerto Rico	Representative Member
Dixon, Fred	03/25/2014	08/09/2020	CEO, NYC & Company	Representative Member
Donohue, Sean	08/09/2018	08/09/2020	CEO, Dallas Fort Worth International Airport	Representative Member
Ekert, Kurt	06/02/2016	08/09/2020	President and CEO	Representative Member
Hagen, James	03/25/2014	08/09/2020	Secretary, South Dakota Department of Tourism	Representative Member
Hedge, Russ	08/09/2018	08/09/2020	President & CEO, Hostelling International USA	Representative Member
Inman, Pam	08/09/2018	08/09/2020	President, NTA	Representative Member
Johnson, Debbie	08/09/2018	08/09/2020	Director, Arizona Office of Tourism	Representative Member
Klein, Thomas	08/09/2018	08/09/2020	President and COO, Canyon Ranch	Representative Member
Lynn, Scott	08/09/2018	08/09/2020	Executive Vice President and General Counsel, Ryman Hospitality Properties, Inc.	Representative Member
Morrissey, Steve	06/02/2016	08/09/2020	Vice President, Regulatory and Policy, United Airlines	Representative Member

Motsenbocker, Mary	06/02/2016	08/09/2020	President, International Tourism Marketing, Inc.	Representative Member
Presby, Susan	06/02/2016	08/09/2020	Vice President and Secretary, Mt. Washington Cog Railway	Representative Member
Primrose, Tricia	06/02/2016	08/09/2020	Executive Vice President of Global Communications and Public Affairs, Marriott International	Representative Member
Ramudo, Olga	03/25/2014	08/09/2020	President and Chief Executive Officer, Express Travel of Miami, Inc.	Representative Member
Revetria, Stephen	08/09/2018	08/09/2020	Senior Vice President, San Francisco Giants Baseball Club	Representative Member
Rothery, Brian	08/09/2018	08/09/2020	Vice President, Government and Public Affairs, Enterprise Holdings	Representative Member
Sacks, Adam	02/16/2010	08/09/2020	President, Toruism Economics	Representative Member
Saltzburg, Bryan	08/09/2018	08/09/2020	President, Flights & Cruises, TripAdvisor	Representative Member
Seidman-Becker, Caryn	08/09/2018	08/09/2020	Chairperson/CEO, CLEAR	Representative Member
Sprouls, John	02/16/2010	08/09/2020	Executive Vice President & Chief Administrative Officer, Universal Parks and Resorts	Representative Member
Talbert, William	06/02/2016	08/09/2020	President and Chief Executive Officer, Greater Miami Convention and Visitors Bureau	Representative Member
Thevenot, Denise	06/02/2016	08/09/2020	Executive Director, Louisiana Tax Free Shopping	Representative Member
Torres, Rob	08/09/2018	08/09/2020	Managing Director, Travel, Google	Representative Member
Wooden, Ernest	06/02/2016	08/09/2020	President and Chief Executive Officer, Los Angeles Tourism and Convention Board	Representative Member

Number of Committee Members Listed: 27

Narrative Description

The Board advises the Department of Commerce on matters relating to the travel and tourism industry in the United States. The Board facilitates the Department's outreach to industry, in this case, the travel and tourism sector. The Board gives a desired voice and advisory body to the travel and tourism sector in Commerce, as the Department pursues policies to better the travel and tourism industry in America.

What are the most significant program outcomes associated with this committee?

Checked if Applies

Improvements to health or safety	<input type="checkbox"/>
Trust in government	<input type="checkbox"/>
Major policy changes	<input checked="" type="checkbox"/>
Advance in scientific research	<input type="checkbox"/>
Effective grant making	<input type="checkbox"/>
Improved service delivery	<input checked="" type="checkbox"/>
Increased customer satisfaction	<input checked="" type="checkbox"/>
Implementation of laws or regulatory requirements	<input type="checkbox"/>

Other

☐

Outcome Comments

None

What are the cost savings associated with this committee?

Checked if Applies

None

☒

Unable to Determine

☐

Under \$100,000

☐

\$100,000 - \$500,000

☐

\$500,001 - \$1,000,000

☐

\$1,000,001 - \$5,000,000

☐

\$5,000,001 - \$10,000,000

☐

Over \$10,000,000

☐

Cost Savings Other

☐

Cost Savings Comments

None

What is the approximate Number of recommendations produced by this committee for the life of the committee?

47

Number of Recommendations Comments

2016 – 2018 Recommendations - 11; 2014 – 2016 Recommendations - 17; 2012 - 2014 Recommendations - 6; 2009 - 2011 Recommendations - 6; Past Board Recommendations - 3

What is the approximate Percentage of these recommendations that have been or will be Fully implemented by the agency?

23%

% of Recommendations Fully Implemented Comments

The working groups of the Tourism Policy Council continue to actively review and incorporate the Board's recommendations, where appropriate and possible, in their action plans to implement the National Travel and Tourism Strategy.

What is the approximate Percentage of these recommendations that have been or

will be Partially implemented by the agency?

23%

% of Recommendations Partially Implemented Comments

The working groups of the Tourism Policy Council continue to actively review and incorporate the Board's recommendations, where appropriate and possible, in their action plans to implement the National Travel and Tourism Strategy.

Does the agency provide the committee with feedback regarding actions taken to implement recommendations or advice offered?

Yes ☒ No ☐ Not Applicable ☐

Agency Feedback Comments

Meetings and correspondence with the Secretary of Commerce and other government agencies.

What other actions has the agency taken as a result of the committee's advice or recommendation?

Checked if Applies

Reorganized Priorities	<input type="checkbox"/>
Reallocated resources	<input type="checkbox"/>
Issued new regulation	<input type="checkbox"/>
Proposed legislation	<input type="checkbox"/>
Approved grants or other payments	<input type="checkbox"/>
Other	<input type="checkbox"/>

Action Comments

None

Is the Committee engaged in the review of applications for grants?

No

Grant Review Comments

None

How is access provided to the information for the Committee's documentation?

Checked if Applies

Contact DFO	<input checked="" type="checkbox"/>
Online Agency Web Site	<input type="checkbox"/>

Online Committee Web Site
Online GSA FACA Web Site
Publications
Other



Access Comments

None